Mood Boards

Concept #1

Refreshing TCC's current teal color palette, this concept incorporates data and tech graphic elements in the form of cylindrical bar graphics. The calming duo of teal and tan is energized with small pops of lime, tangerine and iris. The headline font is clean with rounded corners for a bubbly tone that complements the graphic elements. When paired with the clean and diverse font, Avenir LT Std, messages are grounded for an informative and friendly tone.
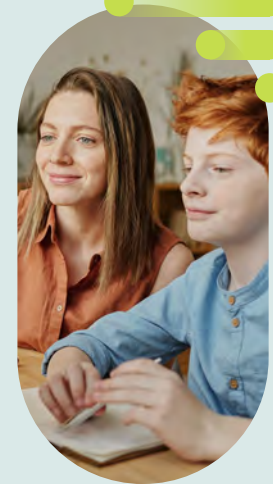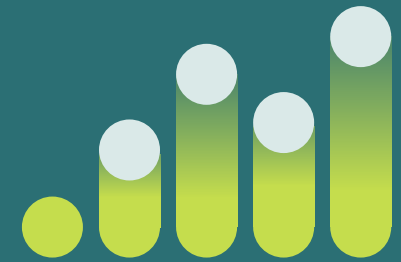
Improving the lives of children & families *through*

INNOVATIVE CHILD CARE &

EARLY EDUCATION SOLUTIONS

OUR PURPOSE

Bringing children
to their **FUTURES**

Aa

Headline - Dongle

Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Body - Avenir LT Std

REGULAR

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

MEDIUM

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

BOLD

AaBbCcDdEeFfGgHhIiJj
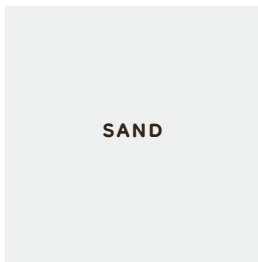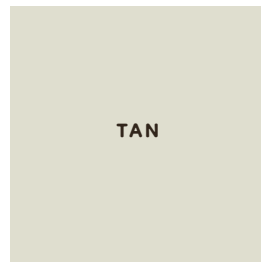KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

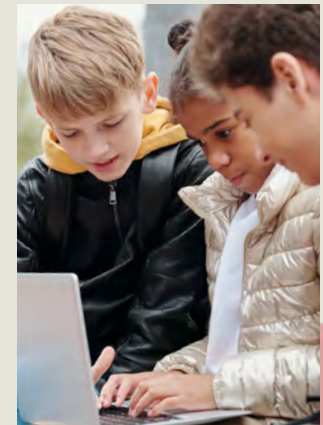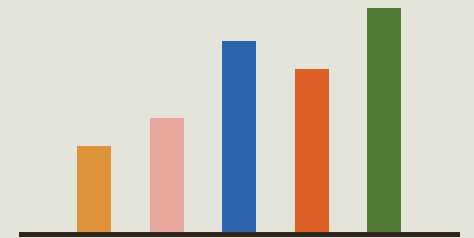| DARK TEAL	TANGERINE	LIME	IRIS
FOAM	SAND	TAN	CHARCOAL

Concept #2

RATIONALE

Simple and minimalistic, this mood board focuses on bright photography with playful pops of color and hand-drawn icons. The color palette is twist on a primary color scheme with earthy tones of red and orange. A soft pink is included to brighten the warmer hues and creates a good complement to the sky blue. The headline font, Corben, has rounded friendly serifs with the modern width of a sans serif font. Known for it's clean legibility, the body font, Work Sans, give messages a knowledgeable tone.

Improving the lives of children and families through innovative child care and early education solutions.

Our Purpose

Better outcomes for families and children.

Aa

Headline - Corben

Regular
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Body - Work Sans

REGULAR

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

MEDIUM

AaBbCcDdEeFfGgHhIiJj
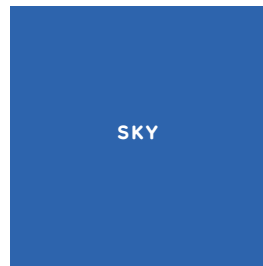KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

BOLD

**AaBbCcDdEeFfGgHhIiJj
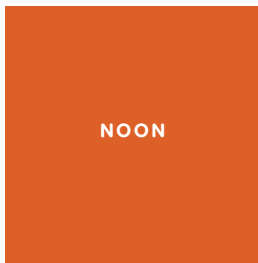KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz**
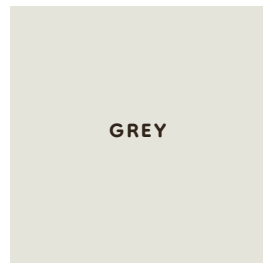
CLAY

BLUSH

SKY

GRASS

PEACH

NOON

GREY

CHARCOAL

Concept #3

RATIONALE

Building on a primary color palette, this concept uses punches of bold colors to add a sense of playfulness to technology-focused business. The warmer colors lean towards an earthy hue for approachability. The slab headline font takes on an educational tone paired with a rounded sans-serif body font for friendly messages. An unorganized square pattern represents pixels in the technology and can be spread across layouts like confetti.
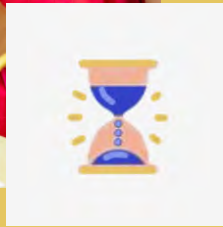
Improving the lives OF children AND families through

innovative child care AND

early education solutions.

Bringing children TO their futures.
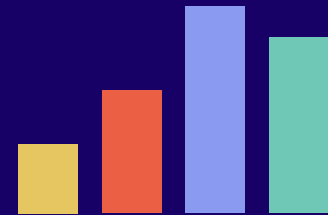
Aa

Headline - Bitter

Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Medium

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Bold

**AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz**

Body - Figtree

REGULAR

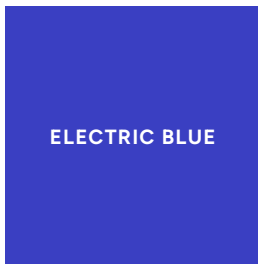AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

MEDIUM

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
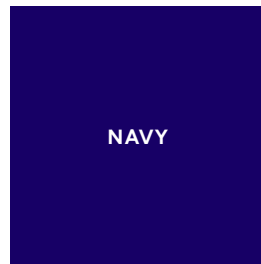TtUuVvWwXxYyZz

BOLD

**AaBbCcDdEeFfGgHhIiJj
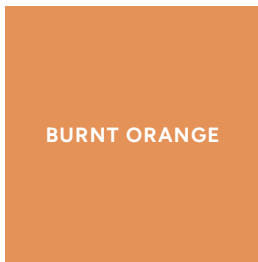KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz**
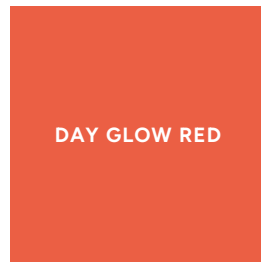
LAVENDER	ELECTRIC BLUE	NAVY	TEAL
GOLDEN SUN	BURNT ORANGE	DAY GLOW RED	BRIGHT WHITE

Summary

Concept 1	Concept 2	Concept 3